

What is claimed is:

1. An electronic commerce system for transfer of product purchase selection comprising:

5 a first website adapted to communicate product information to consumers and adapted to receive at least one product purchase selection from a consumer; and

a cart transfer for transferring the product purchase selection from the first website to a shopping cart of a
10 second website.

2. The electronic commerce system of claim 1 further comprising one or more inputs for receiving information about consumer preferences.

3. The electronic commerce system of claim 1 wherein the first website is a manufacturer website and the second website is a customer website.

4. The electronic commerce system of claim 1 further comprising a shopping cart on the first website associated with the consumer and adapted to maintain the product purchase selection.

5. The electronic commerce system of claim 1 further comprising a customer selection component adapted for the consumer to select a second website.

6. The electronic commerce system of claim 5 further comprising a price and availability component for receiving price and availability of the product purchase selection from the second website.

7. The electronic commerce system of claim 1 wherein the product purchase selection is an appliance purchase selection.

5 8. The electronic commerce system of claim 1 wherein the cart transfer includes a XML transfer.

9. The electronic commerce system of claim 1 wherein the cart transfer includes passing a product identifier.

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10. A method for electronic commerce comprising:
providing an online consumer with a web site having a view of
a first shopping cart containing one or more product
purchase selections;
15 receiving a selection of a customer website from the online
consumer; and
transferring the product purchase selections from the first
shopping cart to a second shopping cart on the customer
website.

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11. The method of claim 10 further comprising displaying a
list of customer websites.

12. The method of claim 10 further comprising displaying
25 pricing of a product purchase selection prior to transferring
the product purchase selection.

13. The method of claim 10 further comprising displaying
availability of a product purchase selection prior to
30 transferring the product purchase selection.

14. The method of claim 10 further comprising displaying policies of the customer website prior to transferring the product purchase selection.

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